





11220 BELLFLOWER ROAD  
CLEVELAND, OHIO 44106

**'79 schedule enclosed...**



Dear Friend,

Whatever radio station you turn to, the sound you hear is the result of deliberate decisions that have been made on many levels of management, leaving little latitude for the individual announcer's own choices. Most stations strive for uniformity in programming so as not to turn away listeners or potential sponsors.

At WRUW, we subscribe to a different philosophy. Our aim is innovative programming, and to that end, we allow our staff to indulge in the kinds of programming that you probably won't be able to hear anywhere else in Cleveland. The result is a diversity of opinion and a wide variety of music, educational, public affairs and news shows. We have pride in our conviction that our programming should respond to the needs and interests of our listeners rather than those of commercial advertisers.

In order to continue to provide high quality radio, a series of important technical changes will be taking place at WRUW over the next several months. The Federal Communications Commission has authorized us to increase our power from 10 to 1000 Watts which will enable us to serve the entire metropolitan area. However, these changes will be very expensive and our budget covers only operating expenses. Since we cannot raise the money by selling air time for the use of commercial advertisers, we need help from you, our listeners, to achieve the goals which we are aiming for. If you enjoy innovative radio, we ask that you help support WRUW by sending in your tax deductible contribution to WRUW-FM, 11220 Bellflower Road, Cleveland Ohio, 44106. With you assistance, we will soon be on the air with 1000 Watts, bringing all of Cuyahoga County commercial-free radio with "no static at all."

*David*

David Baron  
General Manager

*Andrew*

Andrew Glassner  
Promotions Director

# WRUW 91.1 FM

## program guide

(216) 368-2208

CLASSICAL NEW WAVE

free-form  
JAZZ  
ROCK

avant-garde  
avant-garde  
science fiction  
Country  
Spamos

**sun**  
2 am new wave  
Spud Patrol  
michigan mom

9 am classical  
Classical Enterprise  
Captain Kirk Davis

12 noon classical  
Flute and Re Flute  
tamah goodman

3 pm classical  
Classical Reality  
stephen cahn

6 pm avant garde/classical  
Avant-Garde  
pat draine

8:30 pm new wave  
Residential Radio  
danny grace

11 pm jazz  
Sunday Jazz  
bill holbrook

**sat**  
2 am  
Returning Soon,  
New WaveNew Wave

5:30 am  
Politics  
6:30 am free form  
Diversified Inc.  
wade tolleson

10 am, Rainbow  
Radio

11 am country  
Roll Away The Dew  
mark wol fire

1:30 pm rock  
Heart of the City  
george flax

4 pm rock  
The Dave Wright Show  
dave wright

7pm Those Oldies  
But Goodies  
stan skebe

8 pm rock  
D.O.P.E.  
lars harper

11 pm rock  
The Beat  
chris crawford

mon	tue	wed	thurs
4 pm free form Sustained Fusion pete cibula	4 pm jazz Frozen Pizzas at 33 1/3 perry beider	4 pm rock The Al Michaels Show al michaels	4 pm rock Hotcakes bob burns 5:30 The Greg Holtz Show greg holtz
7 pm rythm & blues Walkin' Dr. Bill's R & B Survey bill anderson	7 pm rock The Renar Le May Show renar le may	7 pm jazz Jazz or Something Like It steve petrie	7 pm country Roll Away The Dew dave newman
10 pm public affairs Arts	10 pm public affairs Human Affairs	10 pm Reel Live Jazz concert recordings	10 pm This Is Blue Grass
11 pm jazz Blacknuss In Jazz charles martin	11 pm jazz Sound Gallery wade tolleson	11 pm jazz Sustained Fusion pete cibula	11 pm jazz Jazz Celebration tom kirchmer

**fri**  
2 pm free form  
The Greg Petroff Show  
greg petroff  
5 pm comedy  
Jollity Farm  
andrew glassner  
6:30 Freewaves  
feature news  
7 pm rythm & blues  
Sounds of the City  
derek van pelt  
10 pm jazz  
Down by the Cuyahoga  
jim szabo







# YES!

# WRUW 91.1 FM

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I want to bring 1000 Watts of innovative programming to Cuyahoga County.

⇒ enclosed is my tax-deductable donation for \$ \_\_\_\_\_

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

